

10 Tips to Get SHOP Marketplace Coverage

The SHOP Marketplace makes it possible for small businesses to provide qualified health plans to their employees. Use these tips to help you with your SHOP Marketplace enrollment on **HealthCare.gov**.

1. **Decide your budget.** Think about how much money you're able to spend for group coverage, and decide in advance how much you want to contribute towards employee premium costs. Also consider how much your employees can afford to spend for their coverage.
2. **Decide who you'll cover.** In the SHOP Marketplace, you must provide coverage to all full-time employees, but offering dependent coverage is optional. Consider whether your employees have dependents they may want to include in family coverage, and decide if you'll offer dependent coverage.
3. **Find out your employees' coverage needs.** Talk to your employees and find out their health and dental coverage needs. You should balance the coverage needs of eligible employees with your budget to determine which coverage options work best for you and your employees. This will help you with your coverage decision and you'll get an idea of how many employees might participate.
4. **Decide if you want to offer a choice of plans.** In the SHOP Marketplace, you get to decide if you want to offer your employees one health and dental plan, or a choice of health and dental plans.

If you offer your employees a choice of plans, you'll select a plan category (like Bronze and Silver for health plans, and High and Low for dental plans) and set the percentage amount you want to contribute toward your employees' premiums. Employees can use your contribution toward any plan offered within the plan category you select.

5. **Preview available health and dental plans in your area.** Visit [Healthcare.gov/see-plans/small-business/](https://www.healthcare.gov/see-plans/small-business/) to see health and dental plans and prices before you start your SHOP Marketplace application or renew coverage.
6. **Get help.** Licensed agents and brokers who have completed the SHOP Marketplace agreement may be able to help you walk through the plan comparison, selection, and enrollment process at no additional cost to you and your employees. When you apply for SHOP Marketplace coverage, you can search through a list of agents and brokers registered to work with the SHOP Marketplace in your area. You can also continue using your current agent or broker if they've completed the SHOP Marketplace registration requirements.

7. **Choose a coverage start date.** You'll need to choose a month to start coverage. Consider what timing works best for you and your employees. You can enroll in SHOP Marketplace coverage during any month throughout the year and your plan year will last for 12 months. If you complete the SHOP Marketplace employer and employee enrollment process by the 15th of the month, coverage will start on the 1st of the following month. If you enroll after the 15th of the month, coverage will start on the 1st of the second following month.
8. **Choose the plan that's right for your business and enroll.** Once you compare and select the coverage that best meets your needs, submit your coverage offer to employees and enroll those who accept coverage by the coverage effective date you chose.
9. **Pay the premium.** Once employees enroll, you'll send the first month's premium to the SHOP Marketplace. After that, you'll get a single monthly bill for all health and dental plans in which your employees are enrolled. You'll provide one monthly payment to the SHOP Marketplace.
10. **Find out if you may be eligible for a tax credit.** The SHOP Tax Credit Estimator can help determine if your business may qualify for the Small Business Health Care Tax Credit, and how much it could be worth to you. Visit HealthCare.gov/small-businesses/provide-shop-coverage/small-business-tax-credits/. If you qualify, you'll claim the credit when you file your tax returns. Work with your tax preparer to complete the correct form. The IRS will determine if you qualify for the credit. For more information on the Small Business Healthcare Tax Credit, visit irs.gov/affordable-care-act/employers/small-business-health-care-tax-credit-and-the-shop-marketplace.

